

**REMARKS**

Applicant respectfully requests reconsideration of the present Application in view of the foregoing amendments and in view of the reasons that follow.

This amendment adds, changes and/or deletes claims in this Application. A detailed listing of all claims that are, or were, in the application, irrespective of whether the claim(s) remain under examination in the application, is presented, with an appropriate defined status identifier.

**Amendment to Title and Specification**

The Title has been amended for clarity in conformance with prior papers related to the present Application.

In the specification, paragraph 3 of the "Detailed Description" starting at page 3 has been amended. The specification has been amended for clarity. No new matter has been added.

**Status of the Claims**

Claims 1-4, 6-13, 15-26, 29-36 and 38-43 have been cancelled without prejudice to further prosecution on the merits. Applicant wishes to make it clear that he does not agree to or acquiesce in the rejections of claims 1-4, 6-13, 15-26, 29-36 and 38-43, but have cancelled the claims to further prosecution on the merits.

Claims 44-83 have been added.

After amending the claims as set forth above, Claims 44-83 are now pending in this Application.

**Interview Summary**

Applicant would like to thank the Examiner for the courtesy extended during the telephone Interview which took place on October 1, 2003.

Applicant's representative and the Examiner discussed the Office Action dated July 14, 2003, including the references cited by the Examiner as they relate to the currently pending claims. Amendments to the claims were discussed as they relate to various rejections made in the Office Action, along with those made for reasons of clarity. No agreements were reached during the Interview.

**Claim Rejections – 35 U.S.C. § 112 ¶¶ 1 and 2**

On pages 2 and 3 of the Office Action, the Examiner rejected Claims 17-26, 29-36, 38, 39, 42, and 43 under 35 U.S.C. § 112, ¶¶ 1 and 2, as failing to comply with the written description requirement. Claims 17-26, 29-36, 38, 39, 42 and 43 have been cancelled.

**Claim Rejections – 35 U.S.C. § 103**

On pages 3-6 of the Office Action, the Examiner rejected Claims 1-4, 6-13, 15-26, 29-36, and 38-43 under 35 U.S.C. § 103(a). Claims 1-4, 6-13, 15-26, 29-36, and 38-43 have been cancelled.

**Declaration Under 37 C.F.R. 1.132**

In further support of patentability, Applicant has submitted a Declaration of David J. Goeb, Vice President of Manufacturing of DCI Marketing Inc., the assignee of the present Application.

**New Claims/Cited References**

New Claims 44-83 are intended to recite subject matter that is patentable over the cited references used in the rejection of the claims in the present Office Action, alone or in any proper combination. See 35 U.S.C. § 103(a).

U.S. Patent No. 3,093,919 to Holtz is directed to “a magnetic display arrangement” including “a backing layer 10” where “over one face of its backing layer is positioned a thin integral sheet composed of a magnetizable layer 11 and an overlaying visual display layer 12” (col. 1, lines 70-71, and Col. 2, lines 9-13). “[T]he integral sheet composed of the contiguous layers 11, 12 is only a few hundredths of a millimeter thick” (col. 2, lines 35-38). The magnetic display arrangement teaches a smooth continuous magnetic mounting surface (col. 3, lines 70-74).

U.S. Patent No. 5,286,415 to Buckley et al. is directed to “water based polymer thick film conductive ink” including compositions “particularly useful for screening into electrical circuits and for formulation into human contact electrodes” (col. 1, lines 10-12). “The highly printable quality is important in order to effectively print the intricate circuitry patterns often demanded by the electronics industry in high performance applications such as, for example, in the preparation of touch pad circuitry” (col. 2, lines 4-7).

U.S. Patent No. 5,843,329 to Deetz is directed to “magnetic paint or ink additive” to provide “magnetic paint additives useful for paints, inks or other coatings, including pigmented additives” (col. 3, lines 2-4). “The invention provides magnetic wallpaper, contact paper, printed stock for gameboards, vinyl and the like” (col. 7, lines 24-26)

U.S. Patent No. 3,629,756 to Holtz is directed to a “thin sheet magnet” where “the principal object of the present invention is to provide a permanent thin sheet magnet” for use “as a wall covering in buildings and the like” (col. 1, lines 46-48). The thin sheet magnet is for use

“as a wall covering to provide direct mounting means for pictures and the like containing a thin foil backing or as an intermediary between a wall and a picture” (see Abstract, lines 3-6).

U.S. Patent No. 4,663,874 to Sano is directed to a “magnetically attachable sign” which is “attachable to a metal surface” (col. 1, line 7). The “flexible magnetic sign, such as may be detachably provided on a body panel of a motor vehicle,” is characterized “by a flexible magnetic sheet which is provided on its rear surface with indentations defined by ridges or grooves” (col. 1, lines 33-34).

U.S. Patent No. 3,609,934 to O’Carroll is directed to “wall coverings” including “ferrous strips laid in the inner surface of plasterboard erected in buildings, and panels applicable to the plasterboard with magnetic inlays to hold the panels to the plasterboard” (col. 1, lines 1-4). “The plasterboard core is recessed in its outer surface with a series of very shallow vertical grooves 10a” (col. 2, lines 19-21). “These grooves are fitted with a series of thin ferrous strips 15, before the outer sheet 13 is applied.” The “outer sheet 13 is closed and sealed over the related surface of the plasterboard to fully retain and conceal the series of ferrous strips” (col. 2, lines 24-29). “The panels are mainly slabs of sound-proofing material, and have grooves in the side of application seating the magnetic inlays” and “thin plastic netting are secured on the applicable side of the slabs over the grooves to retain the magnetic inlays therein” (col. 1, lines 16-20).

U.S. Patent No. 2,515,664 to Padgett is directed to an “illuminated signboard” including “vertical rods 9,” a “bottom flange 13,” and an “upper flange 14” (col. 2, lines 19, 39 and 41).

U.S. Patent No. 1,669,308 to Smith (“Smith”) is directed to a “bulletin board” for “displaying neighborhood bulletins” (col. 1, lines 2-3).

New independent Claim 44 is presented in Jepson form. Claim 44 recites “an apparatus for displaying at least one sheet having a graphic coupled by magnetic attraction to a base attachable to a mounting structure such as a wall” comprising, in combination with other elements, “a base” comprising “a plurality of exposed discrete magnetic strips providing a

magnetic surface for mounting of a sheet, the sheet” having “a plurality of discrete strips of magnetic receptive material, wherein at least one of the discrete strips of magnetic receptive material of the sheet can be arranged to register with at least one of the discrete magnetic strips of the base,” so that “the flexible sheet can be removed by peeling away from the frame.” Claims 45-54 depend from independent Claim 44.

New independent Claim 55 recites “an apparatus for the display of a graphical image” comprising, in combination with other elements, “a base being configured to be removably mounted to a structure, a graphics sheet” having “a rear surface,” and “a magnetic receptive material is applied to the rear surface as a plurality of exposed discrete strips, wherein the base comprises a plurality of exposed discrete magnetic strips providing a magnetic mounting surface, wherein at least one of the discrete strips of magnetic receptive material of the graphics sheet can be arranged to register with at least one of the discrete magnetic strips of the base,” so that “the graphics sheet can be peeled away from the base.” Claims 56-66 depend from independent Claim 55.

New independent Claim 67 recites “an apparatus for displaying information” comprising, in combination with other elements, “a base being configured to be removably mounted to a structure,” and “a plurality of discrete adhesive strips mounted to the rear surface of the graphics sheet,” wherein the “base comprises a plurality of discrete magnetic strips providing a magnetic mounting surface, wherein at least one of the discrete adhesive strips of graphics sheet can be arranged to register with at least one of the discrete magnetic strips of the base,” and so “that the graphics sheet can be peeled away from the base.” Claims 68-74 depend from independent Claim 67.

New independent Claim 75 recites “a method for configuring a graphics display” comprising, in combination with other elements, “providing a base being configured to be removably mounted to a structure,” providing a graphics sheet having “a rear surface” wherein a “magnetic receptive material is applied to the rear surface as a plurality of exposed discrete strips, applying a plurality of exposed discrete strips of magnetic material to the base to provide a

magnetic mounting surface, and configuring the frame to support the graphics sheet through magnetic attraction so that at least one of the discrete strips of magnetic receptive material of the graphics sheet can be arranged to register with at least one of the discrete magnetic strips of the base, and so that the graphics sheet can be peeled away from the base.” Claims 76-78 depend from independent Claim 75.

New independent Claim 79 recites “a method of preparing a display system” comprising, in combination with other elements, “providing a base configured to be removably mounted to a structure,” and “mounting a plurality of discrete adhesive strips to a rear surface of a graphics sheet,” applying “a plurality of exposed discrete strips of magnetic material to the base” and “configuring the base to support the graphics sheet through magnetic attraction so that at least one of the discrete adhesive strips of the graphics sheet can be arranged to register with at least one of the discrete strips of magnetic material of the base, and so that the graphics sheet can be peeled away from the base.” Claims 80-83 depend from independent Claim 79.

New Claims 44-83 are believed to be patentable over the cited references.

Applicant believes that the present Application is now in condition for allowance. Favorable reconsideration of the Application as amended is respectfully requested.

\* \* \*

After amending the claims as set forth above, Claims 44-83 are now pending in this Application. Claims 1-4, 6-13, 15-26, 29-36 and 38-43 have been cancelled. No new matter has been added. Applicant submits that each and every outstanding rejection to the pending claims has been overcome, and the Application is now in a condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

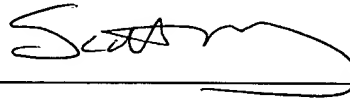
The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 06-1447. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 06-1447. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 06-1447.

Respectfully submitted,

Date

11/14/03

By



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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: James A. Wiemer  
Title: MAGNETIC GRAPHICS MOUNT  
Appl. No.: 09/692,599  
Filing Date: 10/19/2000  
Examiner: Stevan A. Resan  
Art Unit: 1773  
Atty. Docket No.: 023720-0140

**DECLARATION OF DAVID J. GOEB**

I, David J. Goeb, state and declare as follows:

1. This declaration is based upon personal knowledge.
2. This declaration is made in support of the patentability of a magnetic graphics mount disclosed and claimed in a patent application (serial no. 09/692,599, filed October 19, 2000), titled "Magnetic Graphics Mount," pending in the U.S. Patent and Trademark Office (attached as Exhibit A).
3. I hold the position of Vice-President of Manufacturing, at DCI Marketing, Inc., ("DCI Marketing") which is the assignee of the pending patent application. I have been employed by DCI Marketing since March, 1981.
4. During my employment at DCI Marketing, I have been involved in product development, manufacturing, and marketing of hundreds of product lines, including a series of magnetic graphics mount products commercialized under the name "Magna-Mount." These products will be collectively referred to as the "Magna-Mount Graphics Display."
5. The Magna Mount Graphics Display is intended to embody concepts disclosed and claimed in the pending patent application titled "Magnetic Graphics Mount." (Exhibit A).



6. Many different types of graphics displays are currently manufactured and offered for sale to consumers by DCI Marketing and other companies, including competitors which offer a large selection of alternatives to the Magna-Mount Graphics Displays of DCI Marketing. As a result, consumers have a wide variety of choices with respect to the purchase of graphics displays.

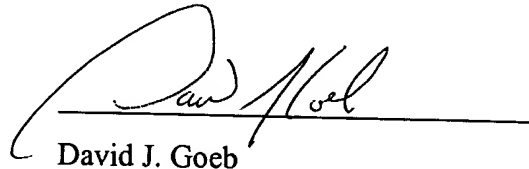
7. It is my understanding that a consideration by which consumers select from among the variety of graphics displays that are commercially available are features such as those disclosed and claimed in the pending patent application including a base or frame attachable to a wall or other structure and having a magnetic mounting surface, a flexible sheet having magnetic receptive material attached and/or applied to it, and a configuration that allows the flexible sheet to be removably coupled to the base or frame through magnetic attraction so that the flexible sheet can be conveniently attached and/or peeled away from the base. This display system arrangement allows for a creation of a composite graphic image on a wall and/or structure by magnetic attachment of individual sheets bearing individual graphic images. That is, the composite graphic image on the wall and/or structure can be conveniently removed and revised in whole or in part by removal and/or modifications of the sheets without requiring any modification of the base or mounting structure.

8. Since its introduction to the commercial market, the Magna-Mount Graphics Display has enjoyed commercial success, which can be attributed to features as disclosed and claimed in the pending patent application (Exhibit A), which enhance the convenience and overall value of the product.

9. The amount of monetary and other resources expended in marketing the Magna-Mount Graphics Display has been comparable to other product lines of DCI Marketing.

I declare under penalty of perjury that the foregoing is true and correct.

Dated this 13th day of November, 2003.

  
David J. Goeb

## MAGNETIC GRAPHICS DISPLAY

### FIELD OF THE INVENTION

The invention relates to a graphics display using a magnetic attraction to support a graphics sheet.

### BACKGROUND

It is known to magnetically support graphics or characters on a base member to permit easy changing of the graphics or characters. For example, U.S. Patent No. 4,242,823 to Bruno discloses a display device 10 including a screen mesh layer or sheet 12 that is adapted to be magnetically attractive, and frame means 14 that retains the sheet 12 in a generally flat configuration. The edges of the sheet 12 are retained in a continuous recess 26 the frame means 14. A cover sheet 16 can be permanently or removably (e.g., by tacks 34) attached to the frame means adjacent to the sheet 12. Magnetic indicia characters 38 may be removably attached to the cover sheet 16.

U.S. Patent No. 4,366,637 to Dechamps discloses a steel sheet 5 coated with thin layers of paint 6, 7, a protective coat 8, and a silk screened layer 9. The layers of paint, the protective coat, and the silk screened layer are thin enough to create a magnetically-permeable base. Characters 2 made of rubber and carrying magnetic charges formed by barium ferrite may then be magnetically attached to the sheet 5.

U.S. Patent Nos. 5,163,241 to Blaeser et al., 4,009,524 to Valentine, and 4,942,275 to Addy et al., disclose other graphical displays in which graphics are silk screened onto a piece that is magnetically supported on a panel.

The above-described references teach various types of magnetic devices that include a graphical display. The arrangement of magnetic material on the devices is conventional.

### SUMMARY

It would be advantageous to provide a graphic display apparatus including a magnetic receptive surface applied by a quick and low-cost process. One process that can be used for applying a magnetic receptive surface to a piece of the graphic display is silk screening. Silk screening has previously been used for applying a graphical depiction to a piece of the graphic display, but has not heretofore been used to apply the magnetic receptive material thereto.

The present invention provides a display system comprising a graphics sheet having a front surface and a rear surface. The front surface of the graphics sheet includes a graphic image. A magnetic receptive material is silk screened onto the rear surface of the graphics sheet. The display system also includes a base including a magnetic mounting surface to which the graphics sheet is releasably attached through the magnetic attraction between the magnetic receptive material and the magnetic mounting surface. The base may include a plurality of cut-outs to provide a structurally stable base that requires less material than a solid base would require.

Preferably, the magnetic receptive material includes a graphite powder mixed in a clear carrier material. The magnetic mounting surface may include a plurality of magnetic strips attached to the base, and the magnetic strips may be include barium ferrite. As an alternative to applying the magnetic receptive material directly to the rear surface of the graphics sheet, adhesive strips may be

affixed to the rear surface of the graphics sheet and the magnetic receptive material may be silk screened onto the adhesive strips.

Other features and advantages of the invention will become apparent to those skilled in the art upon review of the following detailed description, claims, and drawings.

### BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a perspective illustration of a magnetic graphics display system embodying the present invention.

Fig. 2 is an exploded view of the system.

Fig. 3 is a cross-section view taken along line 3-3 in Fig. 1.

Fig. 4 is an exploded view of an alternative embodiment of the invention.

Before one embodiment of the invention is explained in detail, it is to be understood that the invention is not limited in its application to the details of construction and the arrangements of the components set forth in the following description or illustrated in the drawings. The invention is capable of other embodiments and of being practiced or being carried out in various ways. Also, it is understood that the phraseology and terminology used herein is for the purpose of description and should not be regarded as limiting. The use of "including" and "comprising" and variations thereof herein is meant to encompass the items listed thereafter and equivalents thereof as well as additional items. The use of "consisting of" and variations thereof herein is meant to encompass only the items listed thereafter. The use of letters to identify elements of a method or process is simply for identification and is not meant to indicate that the elements should be performed in a particular order.

### DETAILED DESCRIPTION

Fig. 1 illustrates a display system 10 including a base or frame 14 and a graphics sheet 18 supported by the base 14. The base 14 may be mounted to a wall, a stand, or another suitable structure for displaying the graphics sheet 18. The graphics sheet 18 includes a front surface seen in Fig. 1 and having a graphical image 22 applied thereto, and an opposite, rear or back surface. The illustrated graphics sheet 18 may be removed and replaced with a structurally identical graphics sheet 18 having a different graphical image 22. Thus, one may select a particular graphics sheet 18, having a desired graphical image 22, from a plurality of graphics sheets 18 for a particular occasion.

As seen in Fig. 2, the rear surface of the graphics sheet 18 has applied thereto a magnetic receptive material in three strips 26. Of course, fewer strips 26 or more strips 26 may be provided as is necessary, the magnetic receptive material may be arranged in a pattern other than shown (e.g., discrete squares of magnetic receptive material), or the entire rear surface may be covered with the magnetic receptive material. In this regard, the term "strip," as used herein for the magnetic receptive material and as further used below for other elements, means a finite extent of material in any shape. It is preferable to use as few strips 26 as possible to reduce the cost and complexity of construction of the display system 10.

The strips 26 of magnetic receptive material are applied to the rear surface of the graphics sheet 18 by a silk screening process. The magnetic receptive material is preferably a metallic, magnetic compound. Preferably, the magnetic receptive material includes a graphite powder mixed with a clear carrier. The

clear carrier is preferably a water-based slurry. The resulting magnetic receptive material is preferably provided in ink form to facilitate the silk screening process.

The illustrated base 14 is constructed of a plastic material, and includes a plurality of cut-outs 30 to reduce the weight of the base 14 and to reduce the cost of materials for constructing the base 14. The cut-outs 30 create a grid of slats 32 that provide a lightweight yet structurally stiff base 14. Magnetic strips 34 are attached to the base 14 with an adhesive, fasteners, or another suitable means for attaching. The magnetic strips 34 are arranged to register with the strips 26 of magnetic receptive material on the graphics sheet 18. The magnetic strips 34 are preferably made of barium ferrite, but may be constructed of another suitable magnetic material. The illustrated magnetic strips 34 are positioned at the top, middle, and bottom of the base 14, in alignment with the magnetic receptive material on the graphics sheet 18, but could be arranged in different patterns to mirror the arrangement of the magnetic receptive material on the graphics sheet 18.

Fig. 3 illustrates an enlarged cross-section of the display system 10, which illustrates the graphics sheet 18 mounted on the base 14. The magnetic attraction between the magnetic strips 34 and the strips 26 of magnetic receptive material is sufficient to support the weight of the graphics sheet 18.

Fig. 4 illustrates an alternative embodiment in which a plurality of adhesive strips 38 are mounted to the rear surface of the graphics sheet 18, and the magnetic receptive material is silk screened onto the adhesive strips 38. Of course, fewer strips or more strips may be provided as is necessary, the adhesive strips 38 may be arranged in a pattern other than shown (e.g., discrete squares of adhesive material silk screened with magnetic receptive material), or the entire

rear surface may be covered with a large adhesive strip silk screened with the magnetic receptive material. Identical elements are identified with the same reference numerals as used in Figs. 1-3.

## CLAIMS

1           1.     A display system comprising:  
2                     a graphics sheet having a front surface and a rear surface, said front  
3                     surface including a graphic image;  
4                     a magnetic receptive material silk screened onto said rear surface  
5                     of said graphics sheet; and  
6                     a base including a magnetic mounting surface to which said  
7                     graphics sheet is releasably attached through the magnetic attraction between said  
8                     magnetic receptive material and said magnetic mounting surface.

1           2.     The display system of claim 1, wherein said magnetic receptive  
2                     material includes a graphite powder mixed in a clear carrier material.

1           3.     The display system of claim 1, wherein said magnetic mounting  
2                     surface includes a plurality of magnetic strips attached to said base.

1           4.     The display system of claim 1, wherein said magnetic mounting  
2                     surface includes a plurality of strips of material including barium ferrite.

1           5.     The display system of claim 1, wherein said base includes a  
2                     plurality of cut-outs to reduce the weight and amount of material in said base.

1           6.     The display system of claim 1, wherein said base is constructed of  
2                     a plastic material.



1                   7.     A display system comprising:  
2                         a graphics sheet having a front surface and a rear surface, said front  
3                         surface including a graphic image;  
4                         at least one adhesive strip having a first surface affixed to said rear  
5                         surface of said graphics sheet with adhesive, and a second opposite surface;  
6                         a magnetic receptive material silk screened onto said second  
7                         opposite surface of said adhesive strip; and  
8                         a base including a magnetic mounting surface to which said  
9                         graphics sheet is releasably attached through the magnetic attraction between said  
10                        magnetic receptive material and said magnetic mounting surface.

1                   8.     The display system of claim 7, wherein said magnetic receptive  
2                         material includes a graphite powder mixed in a clear carrier material.

1                   9.     The display system of claim 7, wherein said magnetic mounting  
2                         surface includes a plurality of magnetic strips attached to said base.

1                   10.    The display system of claim 7, wherein said magnetic mounting  
2                         surface includes a plurality of strips of material including barium ferrite.

1                   11.    The display system of claim 7, wherein said base includes a  
2                         plurality of cut-outs to reduce the weight and amount of material in said base.

1                   12.    The display system of claim 7, wherein said base is constructed of  
2                         a plastic material.

1                   13.     A method for constructing a graphics display, the method  
2     comprising:  
3                   creating a graphical image on a first surface of a graphics sheet;  
4                   silk screening a magnetic receptive material onto a second surface  
5     of the graphics sheet opposite the first surface;  
6                   providing a base including a magnetic mounting surface; and  
7                   releasably attaching the graphics sheet to the magnetic mounting  
8     surface through the magnetic attraction between the magnetic receptive material  
9     and the magnetic mounting surface.

1                   14.     The method of claim 13, wherein the act of silk screening creating  
2     an ink including a graphite powder in a clear carrier material and silk screening  
3     the ink onto the second surface.

1                   15.     The method of claim 13, further comprising providing in the base a  
2     plurality of cut-outs.

1                   16.     The method of claim 13, wherein the act of providing a base  
2     includes applying strips of barium ferrite to a plastic base member.

## ABSTRACT

A graphics display system includes a graphics sheet having a graphical image on its front surface and strips of a magnetic receptive material silk screened onto its rear surface. The system also includes a base having strips of magnetic material mounted thereto such that the strips of magnetic material and the strips of magnetic receptive material register with each other. The magnetic attraction between the magnetic strips and the magnetic receptive material is sufficient to support the graphics sheet on the base.

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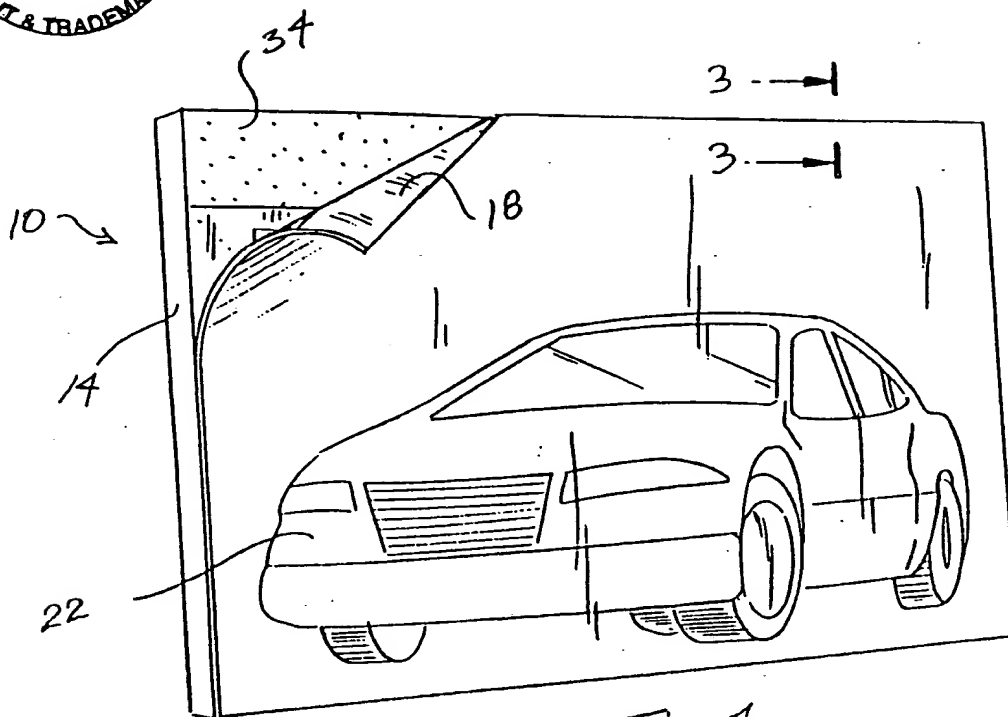


Fig. 1

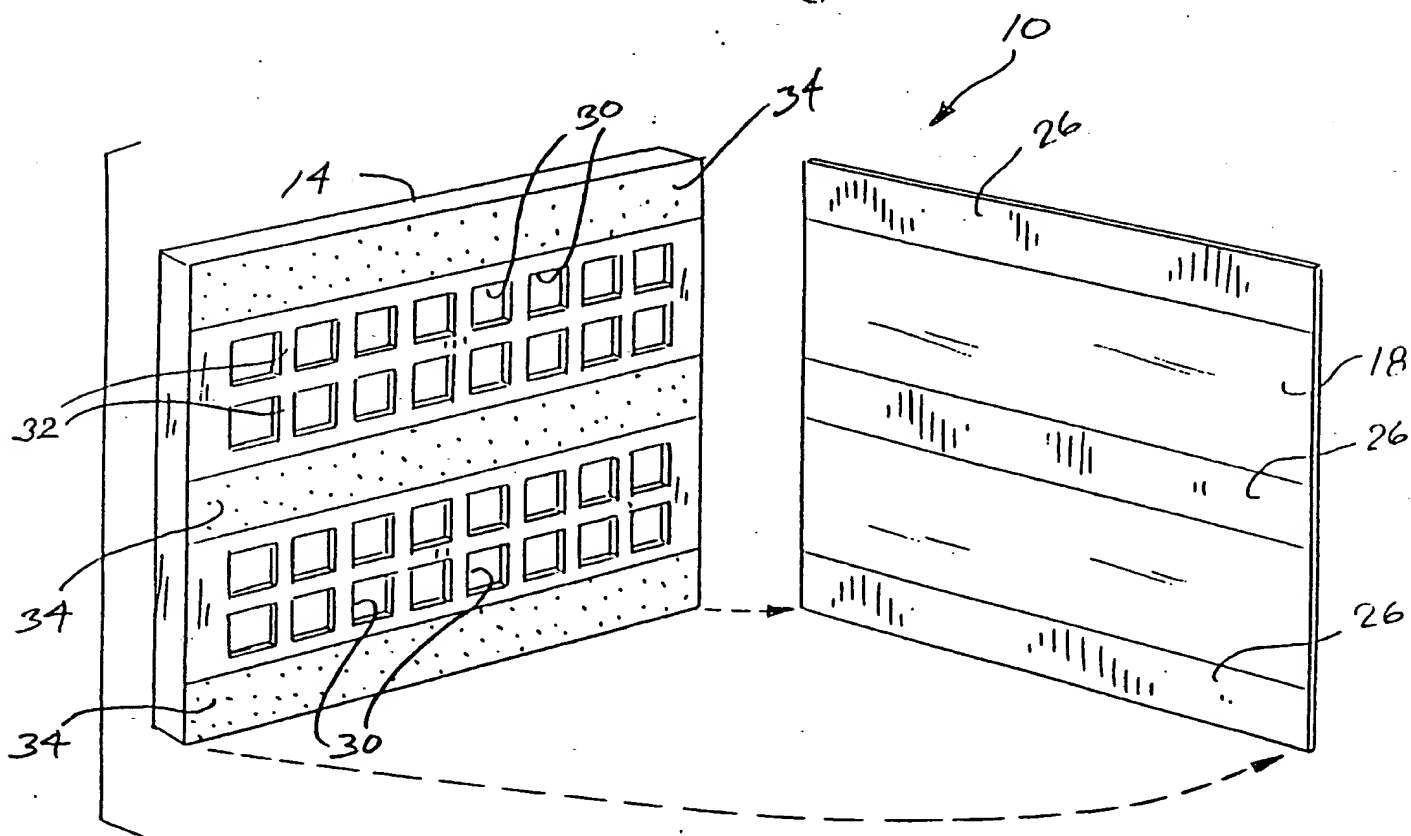


Fig. 2

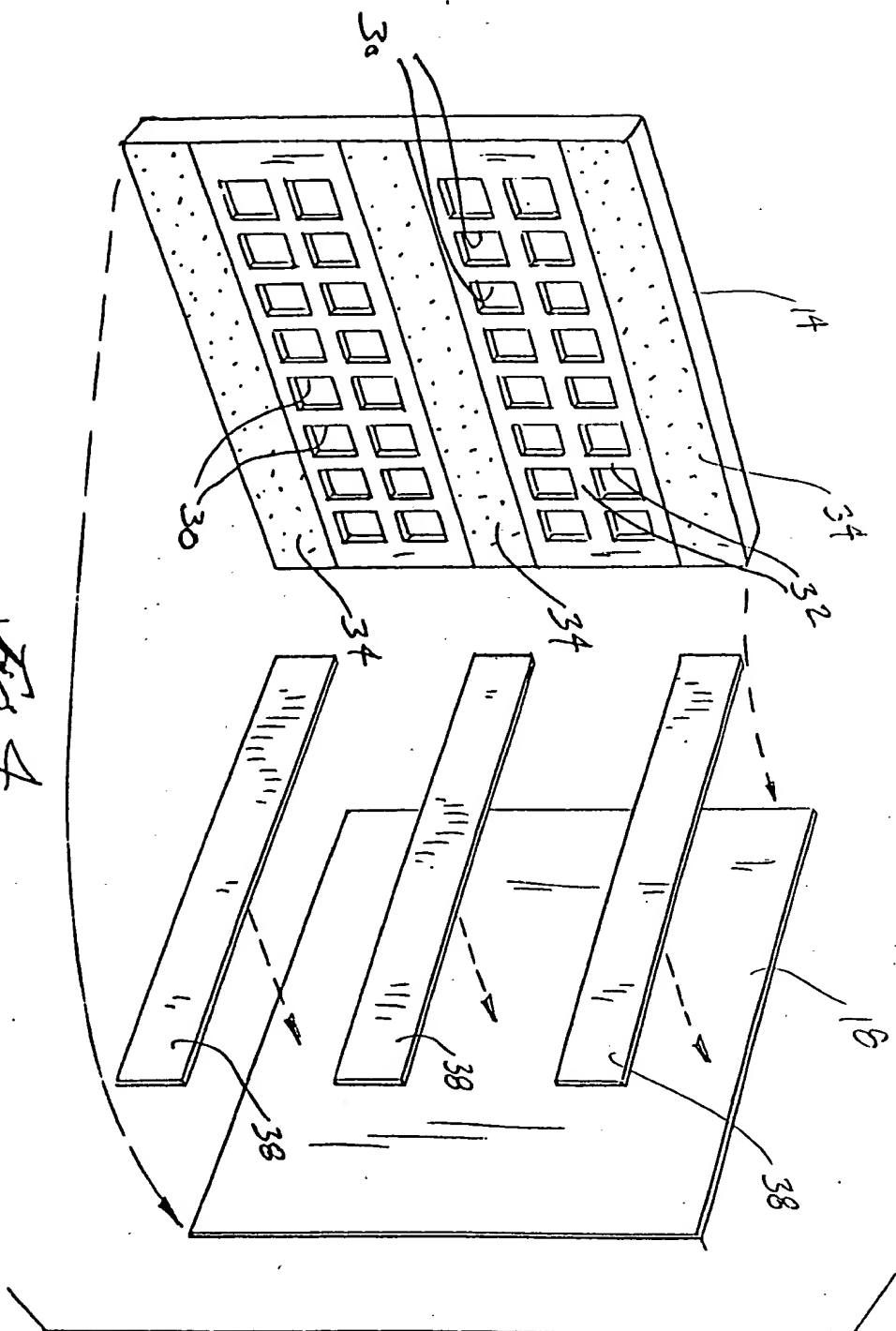
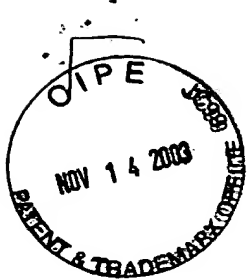


FIG. 4

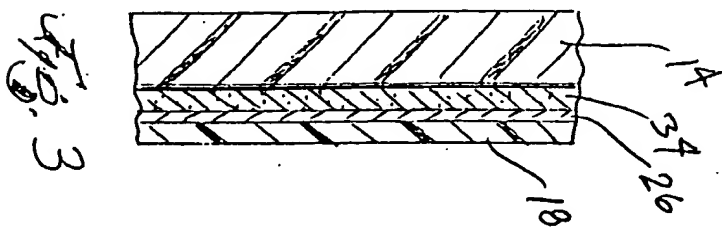


FIG. 3